



**A STUDY ON E-GOVERNMENT SERVICES IN  
MYEG SERVICES BERHAD:  
CUSTOMER PERCEPTION OF E-GOVERNMENT SERVICES QUALITY**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
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**JUNE 2009**

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**Submitted in Partial Fulfillment of the Requirement for the Bachelor of Business  
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**FACULTY OF BUSINESS MANAGEMENT  
UITM, KAMPUS BANDAR MELAKA**

**(JUNE 2009)**



BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
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**“DECLARATION OF ORIGINAL WORK”**

I, Ida Dayana Binti Md Zin, (I/C Number: 841030-14-6446)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledge

**Signature:**\_\_\_\_\_

**Date:**\_\_\_\_\_

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The Coordinator Program of Industrial Practical Training  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandar Melaka

Dear Sir / Madam,

**SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “E-GOVERNMENT SERVICES IN MYEG SERVICES BERHAD: CUSTOMER PERCEPTION OF E-GOVERNMENT SERVICES QUALITY” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

IDA DAYANA BINTI MD ZIN

2006115783

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## ABSTRACT

**Purpose** The purpose of this paper is to study on how MYEG Services Berhad responds towards delivering the service quality to the public. Researcher has signaled the need for Service Quality framework and model of initiatives to explore ways in which strategic service quality can be integrated into business structures and processes in a sustainable way.

**Design/methodology/approach** The approach consists of theory building by reviewing the literature and examining the gaps and limitations.

**Findings** MYEG Services Berhad had a negative response towards the delivering of service quality as there are many drawbacks as well as weaknesses on their web site design and system implemented. This study suggests that the service quality framework set up by company is important towards a long-term development as it depends heavily on the nature of the programs, how the programs are designed and implemented, as well as the composition of the beneficiary communities.

**Research limitation/implication** The study is limited by the exclusive use of quantitative methods; the outcomes suggest that further, qualitative, research could be valuable in exploring user needs, motivations, competence, and level of political engagement

**Originality/Value** The paper adds insight into customer perceptions toward the e-government services.

**Paper type** Case Studies